K-LOVE serves as a local radio station providing contemporary Christian music and inspirational messages for the Christian community. If K-LOVE were displaced by LPFM it would eliminate the opportunity for local citizens to hear the positive and encouraging inspirational messages. K-LOVE is the only local contemporary Christian station that is safe for the entire family to listen to without fear of unfit language, music and inappropriate messages for both young and adults. K-LOVE is truly inspirational not only in its daily music but also its daily messages of faith, hope, and inspiration for all ages.